

A driving arrangement for an active matrix liquid crystal display comprises: (a) a multi-format digital data driver arranged to operate in a plurality of different display modes, to receive digital input data in a plurality of different formats, and to drive data lines of the liquid crystal display so as to cause an image to be displayed in the display corresponding to said input data; and (b) data analysis means arranged to receive said digital input data, to determine the format of the input data, and to control the data driver to operate in the display mode corresponding to the format of the input data. There is provided a method of reducing power required to display a sequence of images on a liquid crystal display, in which images are analysed and if consecutive images are substantially the same, then the liquid crystal display is not updated with the subsequent image.